

Orders	Order / Rev:	37663
	Alt Order #:	08887242
	Product Desc:	Horsford/DCCC

2167 Estimate:

Flight Dates: 10/20/12 - 10/22/12 Original Date / Rev: 10/19/12 / 10/19/12

Order Type: **GENERAL** KLAS

Primary AE: Sales Office:

Billing Type:

Billing Cycle:

Billing Calendar:

Sales Region:

Mike Jones K-WAS

Name: **GMMB** Agency

> **Buying Contact:** Billing Contact:

> > 1010 Wisconsin Ave NW Washington, DC 20007

Cash

National

Broadcast EOM/EOC

Agency Commission:

15%

Horsford - DCCC Advertiser Name:

Revenue Codes:

Demographic: A35+ Product Codes: P01 LV1 Priority:

AGY, POL, CAND

Order Separation: Advertiser External ID:

New Business Thru:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	16	\$23,715.00	\$20,157.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$23,715.00	\$20,157.75	0.00
Totals	16	\$23,715.00	\$20,157,75	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$23,715.00
Market	100%	\$79,050.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$19,762.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,952.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/22/1	2 10/22/12	8 News Now 6a N		6-7a	M	:30	1	\$275.00LV1	0.00 NM	1	\$275.00
				8 News Now 6a I	M-F								
	8 NEW	S NOW											
	Sta	nt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	leek: 10/	/22/12	10/28/12	M	1	\$275.00	0.00						
E 2	8	10/22/1:	2 10/22/12	CBS This Mornin	g 7-9a CM	7-9a	M	:30	1	\$200.00 LV1	0.00 NM	1	\$200.00
				CBS This Mornin	ng								

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KLAS

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Ln (Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ĭ	BS THIS: Start I ek: 10/22	<u>Date</u>	NING End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$200,00	Rating 0.00						
E 3				CBS Early Show		5-7a	S-	:30	1	\$50.00LV1	0.00 NM	1	\$50.00
C	DC THIS	MODA	NING SATUI	CBS Early Show	- Sat.								
	Start ek: 10/15	Date	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 4	8 1	0/21/1:	2 10/21/12	8 News Now Sun		8 News Now	Sun AS	:30	1	\$350.00 LV1	0.00 NM	1	\$350.00
8	NEWS N	ow s	UNDAY MO	8 News Now Sun RNING-#2	AM #2								
	Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 5	ek: 10/15 8 1		10/21/12	Face The Nation	CM	\$350.00 Face The Na	0.00 ation5	:30	1	\$400.00LV1	0.00 NM	1	\$400,00
LJ	0 1	0/2///	2 10/21/12	Face The Nation	Olvi	Tacc The IN	311011 3	.00		J-100.00271	0.00 14141	1 '	0400,00
F	ACE THE			Mookdova	Spots/Week	Pata	Rating						
Wee	<u>Start I</u> ek: 10/15		End Date 10/21/12	<u>Weekdays</u> S	Spots/week	<u>Rate</u> \$400.00	0.00					l .	
E 6	8 1	0/22/12	2 10/22/12	Live w/Kelly	CM	9-10a	M	:30	1	\$300.00LV1	0.00 NM	1	\$300.00
11	IVE! WIT	'H KEL	LY	Live w/Kelly									
	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/22		10/28/12	M	1	\$300.00	0.00	.20		\$450,00LV1	0,00 NM	,	6450.00
E 7	8 1	0/22/12	2 10/22/12	Price Is Right Price Is Right	CM	10-11a	M	:30	1	\$450,00EV	0,00 14141	l '	\$450.00
Р	RICE IS			· ·		_							
Me	<u>Start I</u> ek: 10/22		End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00					l	
E 8			2 10/22/12		CM	11a-12p	M	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
V	OUNG &	DECT	1 500	Young & Restless	5							İ	
ı	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/22		10/28/12	M	1	\$550.00	0.00						
E 9	8 1	0/22/12	2 10/22/12	8 News Now 5-63 8 News Now 5-63	•	5-630p	M	:30	1	\$1,750.00LV1	0.00 NM	1	\$1,750.00
8	NEWS N	NOW R	ROTATION	0110113110111010	70 P 111 1								
10/0	<u>Start I</u> ek: 10/22		End Date 10/28/12	Weekdays M~~~~	Spots/Week	Rate \$1,750.00	Rating 0.00					ľ	
E 10				8 News Now Sat		5-7p	\$-	:30	1	\$965.00LV1	0.00 NM	1	\$965.00
				8 News Now Sat		(5:00 PM-5:3	80 PM)						
8	Start I		T 5PM-SAT End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15		10/21/12	S-	1	\$965.00	0.00]	
E 11	8 1	0/22/1	2 10/22/12	7-8p Rotator	CM	7-8p	M	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
Ε	T/INSIDE	ΞR		7-8p Rotator									
144	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
E 12	ek: 10/22 8 1		10/28/12 2 10/21/12	M Sun 7-8p	CM	\$1,225.00 7-8p	0.00	:30	1	\$6,000.00LV1	0.00 NM	1	\$6,000.00
				60 Minutes									
6	0 MINUT Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/15		10/21/12	5		\$6,000.00	0.00						
E 13	8 1	0/22/1	2 10/22/12	8 News Now 11p		11-1135p	M	:30	1	\$600.00 LV1	0.00 NM	1	\$600.00
8	NEWS I	NOW A	T 11PM	8 News Now 11p	IVI-F								
	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
E 14	ek: 10/22 8 1		10/28/12 2 10/22/12	M Letterman	CM	\$600.00 1135p-1237	0.00 a M	:30	1	\$275.00LV1	0.00 NM	1	\$275.00
				Letterman					•				,
L	ATE SHO	OW w.	LETTERMA	N								1	

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Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	e Spots	Amount
E 14 8 10/22/12 10/22/12	Letterman CM	1135p-1237a M	:30 1	\$275.00 LV1 0.00 NN	1	\$275.00
	Letterman					
LATE SHOW w. LETTERMA	AN .					
Start Date End Date	Weekdays Spots/Week	Rate Rating			1	
Week: 10/22/12 10/28/12	M 1	\$275.00 0.00				
E 15 8 10/20/12 10/20/12	NCAA Football CM	NCAA College FooS-	:30 1	\$2,625.00 LV1 0.00 NN	1 1	\$2,625.00
	NCAA College Football	(5:00 PM-8:00 PM)				
CBS COLLEGE FOOTBALL	-					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/15/12 10/21/12	S- 1	\$2,625.00 0.00			j	
E 16 8 10/21/12 10/21/12	NFL Reg Season Game£M	NFL Football RegS	:30 1	\$7,700.00LV1 0.00 NM	/l 1	\$7,700.00
	NFL Football Reg. Season	(1:15 PM-4:30 PM)			1	
CBS NFL FOOTBALL-LATE	GAME					
Start Date End Date	Weekdays Spots/Week	Rate Rating			1	
Week; 10/15/12 10/21/12	S 1	\$7,700.00 0.00				
				Totals	16	\$23,715.00